



H₂ Highway Public Education: *Environmental Perspectives*

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Core Concerns

- Excuse
 - Delayed technology change
 - Shield against policy action
- Cleanliness
 - Distant benefits
 - Short-term problems
 - Competing technologies



Communications Priorities

- Environment as central theme
 - Articulate pathway to “clean dream”
 - Highlight near-term environmental progress
- Realistic expectations
- Peer-to-peer education
- Diverse mix of messengers